

# Erin C. Lewis

## Experience and Accomplishments

**Assistant Director of Communications and Digital Marketing, Severn School, September 2016 - present**

- Developed and implemented a digital content marketing strategy with twice-weekly published “Severn Stories,” engaging a range of constituents through one consistent storytelling platform. New workflow and subsequent content increased traffic to the site and raised social media engagement rates by 40%.
- Established an in-house video production workflow for communications and fundraising. This authentic, mission-focused approach differentiates the school from local competitors, connects with prospective and current families, and demonstrates continued value to donors.
- Transformed two, year-long annual fund campaigns with eye-catching video and stand-out copywriting resulting in a 20% increase in donations.
- Created an internal style guide and served as copywriter and copy editor for all Severn School digital and print publications including the alumni magazine. This ensures brand consistency and communicates the school’s value as an elite academic institution.
- Elevated the school’s visual identity while reducing annual photography spending with professional, in-house photography for all print and digital communications.
- Created a goal-focused reporting system to track the school’s digital marketing campaigns. This data-based approach results in improved strategic decision-making for the department and better buy-in from administration.

**Digital Media & Communications Assistant, Bright Umbrella, April 2014 - December 2018**

- Developed a client-first messaging strategy for web and sales copy to clearly communicate Bright Umbrella’s value and attract new business (all primary web copy, industry-specific landing pages, sales materials and social media).
- Developed social media strategies for Bright Umbrella and their tech podcast CTRL+CLICK CAST, resulting in a consistently growing community of engaged users.
- Doubled social media following and engagement for CTRL+CLICK CAST, resulting in a 51% increase in 90-day downloads.

- Developed social media results tracking systems for both Bright Umbrella and CTRL+CLICK CAST. Analyzing the direct relationship between actions and results allowed for a stronger, more flexible strategy that is consistently tied to their business goals.

**Associate Librarian**, Severn School, August 2012 - September 2016

- Created a weekly email newsletter to promote library services meeting an essential need for community outreach with technology.
- As content manager for the library website, applied information architecture principles to the outdated site increasing its value as an easy-to-use resource for students and faculty.
- Created and taught professional development curriculum for faculty: iPad 101, Google Sites for Teachers, Using Infographics in the Classroom.

## Education

- **Master of Arts in Teaching**, Early Childhood Education, Mercer University, 2010
- **Bachelor of Arts**, Art History, University of Maryland, 2004

## Technical Skills

### Expert

DSLR video production and photography • Adobe Lightroom • Adobe After Effects • Adobe Premiere Pro • Adobe Photoshop • Adobe Audition • Podcast production • Content management (WordPress, Blackbaud, Craft, ExpressionEngine) • MS Office Suite • Apple Productivity Apps • Google Apps • Google Analytics • Basecamp • HootSuite

### Developing

HTML5 • CSS3 • User Experience • Information Architecture